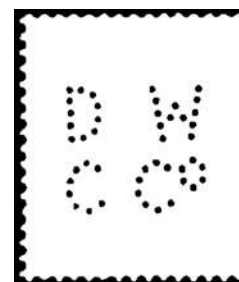


**DENNISON WATCH CASE CO. - D5200.01 DW/CCo**

**Dave Hill**

Aaron Dennison was born in Freeport, Maine, USA in 1812, one of 9 children of a shoemaker and in 1830 he was apprenticed to a watchmaker. In 1839 he started his own business in Boston, repairing and selling tools and materials. In partnership he established a factory in Massachusetts in 1849 to manufacture watches with interchangeable, machine made parts and became famous as the father of the American watch making industry. After financial difficulties and disagreements with his partners he moved to Zurich and organised an early multinational company making watch parts in Switzerland and shipping them to the USA for assembly. In 1870 he moved to Handsworth, Birmingham and managed a company, which had bought machinery from one of his failed companies in the US.

In 1874 at 62 he started his own firm, making watchcases in Villa Road Birmingham. With his experience and contacts he soon cornered the market and by 1886 his factory employed 100 workers and produced over 60,000 watch cases a year. He stayed in active control of his firm till a month before his death in 1895 and the family controlled the firm until the 1920's. During WWI the firm made military watchcases and compasses. In 1965 the firm was still listed as part of the Denbro Engineering group.



D5200.01

Their perfin DW/&Co (D5200.01) is known used from 1913-18 and only on George V Typographs.